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02/02/24 • BIG PHARMA › NEWS

Kids in New Jersey Schools Can Win Cash Prizes by Shilling for Vaccine Makers

The New Jersey Department of Health's "Protect Me With 3+" contest encourages kids and teens to create posters and videos — using health department talking points — to promote vaccines. Critics called out the contest for using kids to "propagandize other children."

By Michael Nevradakis, Ph.D.

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Protect Me With 3+

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New Jersey schoolchildren can enter a contest to win cash prizes by creating posters and videos that promote vaccines.

The "Protect Me With 3+" campaign for "educating New Jersey communities" about the "benefits" of vaccines is sponsored by the New Jersey Department of Health (NJDOH) and the Partnership for Maternal & Child Health of Northern New Jersey.

The campaign, open to children and teens in grades 5-12, requires students to create a poster or 30-second video to "raise awareness of the importance of vaccination against one of the following vaccine-preventable diseases: Tetanus, Diphtheria, and Pertussis (Tdap), Meningococcal ACWY (MenACWY), Human Papillomavirus (HPV), Flu, or COVID-19," according to the contest's guidelines.

"By getting vaccinated, you are protecting yourself and your family and friends," the contest materials state. "Not vaccinating a child on time can make someone else sick, like a friend, baby, adult, grandparent, or someone unable to be vaccinated."

Contest participants can win a $50-$175 gift card. Three teachers whose classes submit the most entries will be awarded $75 each.

An accompanying contest by the NJDOH targeting university students asks them to create content promoting vaccines with the phrase "Step Up! Vax Up!" and offers a top prize of $5,000 to the winning entry.

Some medical and legal experts said they had ethical concerns about having children participate in a contest to promote pharmaceutical products.

"This type of insidious manipulation of children for Pharma profit is cruel and inhumane," said Brian Hooker, Ph.D., P.E., Children's Health Defense (CHD) senior director of science and research.

"It is typical of state departments of health to lie about the safety profile of vaccines, but NJDOH takes it one step further, where these unsuspecting children will be used as minions in their dangerous campaign," Hooker said.

New Jersey-based attorney Julio Gomez told The Defender that NJDOH has strayed from its mission — and from science. He said:

> "According to its website, the primary goal of the NJDOH is to improve the well-being and quality of life for all New Jerseyans. Its work purports to include health promotion and education, and health data collection and analysis.
>
> "In light of the vast amount of scientific evidence available today about the risks and ineffectiveness of the entire childhood vaccine program, in particular the number of children who have been injured by vaccines and compensated by the government for their proven injuries under the Vaccine Injury Compensation Program, it appears clear to me from the NJDOH's poster campaign that NJDOH has completely abandoned its mission."

'Recruiting children to propagandize other children'

Ann Rosen, a member of CHD's New Jersey chapter, told The Defender that NJDOH organizes this poster contest annually. Citing the winning entries from the 2023 contest, she said, "The good intentions, talent and creativity are evident. Critical science and risk-benefit profiles are absent. And this appears to be by design."

Rosen said the Protect Me With 3+ contest originally promoted three vaccines, but the number has since been "just growing" — resulting in "3+" being added to its name.

She said the contest is misleading and misinforming children.

"The idea of recruiting young children is really concerning, because they're recruiting children to propagandize other children with these sorts of incentives, and they're working off the assumption that all these things are good," Rosen said. "They're misinforming children about vaccines as they're encouraging them to encourage other kids to get vaccinated."

"These are underage children commenting on topics they are unaware about," said Dominique Venezia, another CHD New Jersey chapter member.

Venezia said:

> "It isn't really in the purview of students to take on such a heavy topic. Having children encourage friends to participate in something that is still very new, for which we don't know the outcome, I think that's dangerous. I think that's harmful to children and irresponsible."

RFK Jr. and Brian Hooker's *New* Book: "Vax-Unvax" ORDER NOW

Vaccination 'not a game'

The "Protect Me With 3+" contest tells students who are considering submitting an entry that, aside from the possibility of winning gift cards of up to $175, they can "Become a health messenger" among their peers and can also "enhance" their "college application and resume."

These are "unfair incentives," Venezia said. "Any time you attach a monetary value to something, you're going to get somebody to participate in that. It's definitely a push."

She added: "This isn't something that's happening organically. This is not children deciding 'health is something we have to look into and we're going to take this on for that benefit of our community.'"

"Cash incentives are going to push them in a certain direction, and they will do anything for it, especially at such a young age," Venezia said.

Brianne "Bri" Dressen compared the contest to "the 'get a donut free' type of marketing campaign" widely seen during the COVID-19 pandemic.

"Making such an important decision with something being injected into your body should be managed with a bit more care than this," she said.

Dressen, an advocate for vaccine injury victims who is co-chair of the non-profit React19 activist group, said vaccination "is not a game. It's an important healthcare decision to make that needs to be thoroughly researched ahead of time."

Dressen, who was injured by the AstraZeneca COVID-19 vaccine and is now suing the Biden administration and federal public health officials, said, "When those kids end up at React19 because of injuries, it's no longer a cute little game."

Using students 'to create marketing ads' for Big Pharma

The Protect Me With 3+ contest guidelines also instruct students to use only "resources" from its own website as part of the poster or video they create.

For Charlene Delfico, the New Jersey state chair for the FormerFedsGroup Freedom Foundation, a group that advocates on behalf of vaccine-injured and COVID-19 hospital protocol victims, these instructions "are a classic example of indoctrination."

"The government is composing the phrases that they wish the students to repeat in the 'posters' or 'videos,'" Delfico told The Defender. "De facto, the government is using young students as cheap labor to create marketing ads for the pharmaceutical companies."

"Moreover, the government is using taxpayers' dollars to create this propaganda campaign on behalf of Big Pharma," she added.

Venezia added:

> "That is not promoting any critical thinking skills or independent investigation or evaluation of any of these injections. And that's a problem because they won't accept your advertisement if you don't use the 'proper' information that they've provided. It's not encouraging free thinking or independent study. It's exactly what it is: propaganda."

According to Rosen, the contest instructions, along with the specific vaccines the students are being asked to promote, are "forcing kids to regurgitate" officially sanctioned information about vaccines.

"They're training children to regurgitate things and believe they are facts when they are not scientifically viable ideas," she said.

The website for CHD's New Jersey chapter notes that children participating in the contest will not learn key information about the vaccines in question, such as that the Tdap vaccine "only prevents symptoms and does not prevent infection, colonization and transmission."

"Since it eliminates symptoms without preventing infection, Tdap can create 'silent carriers' who can inadvertently perpetuate the spread of pertussis," according to CHD New Jersey, citing a 2019 study that found that 82% of childhood pertussis cases identified by Kaiser Permanente California were in children who were fully vaccinated.

Rosen said she attended a recent public meeting of the Westfield Regional Board of Health in New Jersey, where people were told that the only cases of pertussis that had been reported in the state "had been in fully vaccinated people."

Rosen told The Defender similar things can be said about the other vaccines the contest aims to promote.

"The flu shot is notoriously ineffective … it's common knowledge now that it doesn't stop infection or transmission," she said. "HPV, you're not spreading HPV at school, in a school setting, and then Tdap creates silent carriers. So, we're not talking about campaigns of helping other people."

In October 2023, for instance, a 12-year-old boy in France who received the Gardasil HPV vaccine at his school subsequently fainted and collapsed. He died a few days later.

Yet, according to Rosen, this has not stopped local health officials from promoting the vaccines — and using children in such campaigns.

"I've been attending these meetings [and] they are always trying to create some sort of campaign to involve children," she said. "There's a lot of context, there's a lot of incentivizing. They really like to use graphics and means as a way of educating the public. Bringing kids in is ideal for this kind of propaganda."

"The Wuhan Cover-Up" by Robert F. Kennedy Jr. ORDER NOW

Campaign violates principle of informed consent

Experts also told The Defender the Protect Me With 3+ contest does not inform participants about the risk of vaccine injuries.

"The vaccines to be promoted, especially COVID-19 and HPV, have strong safety concerns and will lead to greater rates of adverse events in the children and adolescents targeted in this campaign," Hooker said.

"None of that will be addressed by NJDOH. This flies in the face of informed consent and is absolutely shameful. I ask students and parents to avoid participating in this campaign at all costs," Hooker added.

Gomez agreed:

> "The childhood vaccine schedule demands critical scientific review and explanation by our state agency, not propaganda campaigns that recruit children who have no idea how dangerous these vaccines are, and are not capable of exercising informed consent, to cheer for medical products that have not been demonstrated to be safe or effective and have harmed and killed many of their peers."

Delfico said that there were potential legal implications in NJDOH's poster contest.

"There are many federal and state laws and entire governmental agencies that are charged with protecting children from such predatory marketing ploys by pharmaceutical companies," she said. "Raising awareness with regards to vaccines benefits and risks is the job of a trained physician, not government officials."

"The goal of increasing vaccination rates while disregarding the cost-benefit data is a blatant disregard of the health and safety of the public. Marketing pharmaceutical products directly to patients has been illegal until recent times for the very reason that patients should not be fooled by the pharmaceutical companies who are profiting from these products," Delfico added.

'Directly targeting children to bypass their parents'

Local activists also said they were not surprised that the state would organize such a contest.

"If you follow the NJDOH and the workings of the boards of health and a lot of the associated organizations, it's not really surprising," Rosen said.

According to Delfico, "The New Jersey Department of Education, in cooperation with NJDOH, used the schools as pharmaceutical COVID-19 vaccination clinics to directly reach the children and pressure them to get the vaccine by applying peer pressure and bullying tactics against those kids who did not want to get the vaccines."

"With the rapid decline of public confidence in the medical community for misleading information on vaccines, NJDOH is directly targeting children to bypass their parents," Delfico said. "Children are a vulnerable protected class, due to their inability to provide consent to medical procedures."

"Using taxpayers' funded schools as a marketing channel on behalf of pharmaceutical companies is breaking the public trust further in a display of government misconduct," she added.

Venezia told The Defender that the NJDOH should "cease the contest and put it in the hands of professionals, not underage students and teachers," while along similar lines, Delfico called upon the NJDOH to "stop this pharmaceutical marketing campaign disguised as a 'contest.'"

"It is unethical. It is deceptive. It meets all the criteria for fraudulent business practices. Targeting children with pharmaceutical products should not be allowed," she said.

Dressen suggested the NJDOH instead organize a "coloring contest with a simple sentence: 'If something goes wrong, you can't sue the drug company,'" referring to the liability shield vaccine manufacturers are afforded under the law.

Rosen had some advice for parents of New Jersey schoolchildren.

"Before you allow your kids to participate in this contest, consider whether you think children should be providing medical advice to other children," she said. "Is your child equipped to make that kind of medical recommendation to other children? Because that's essentially what they're using our kids to do."

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Michael Nevradakis, Ph.D.
Michael Nevradakis, Ph.D., based in Athens, Greece, is a senior reporter for The Defender and part of the rotation of hosts for CHD.TV's "Good Morning CHD."

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SYakoban
a day ago
Parents: kill your children to try for a $50-$175 gift card.
26 0 Reply • Share ›

coconutgirl → SYakoban
a day ago
where is the gift card for? That may tell us who is behind this abuse.
9 0 Reply • Share ›

Ektor → coconutgirl
8 hours ago
Your next drug prescription, no doubt.
1 0 Reply • Share ›

Someone → coconutgirl
20 hours ago
Not a guarantee though. It's far more likely taxpayer dollars were used to buy the gift cards and they'll be to some popular store rather than said company funded this.
1 0 Reply • Share ›

Kim from Brooklyn → SYakoban
18 hours ago
When they started offering hamburgers and beer to anyone that takes the jab....man...I knew we were screwed. Anyone that would fall for such a line had to be starving or a alcoholic....and they knew it.
8 0 Reply • Share ›

holisticpoet
a day ago edited
This world just keeps getting sicker and sicker. We should all be blaming ourselves for not standing up and confronting the monsters that have taken over our world. I am so tired of hearing the excuse that we do not have the power to stand up against these psychopaths. Just do it! Comments are free and cost nothing but a little time. Use it for something that makes a difference. Inform as many others as you can about how insidious these inhuman creatures are.
19 0 Reply • Share ›

Caroline Cary Davidson
21 hours ago
that makes me physically ill. I couldn't even finish reading the article. sorry Michael, I'm sure its excellent, like all your work but ewwwwwww.
can you image us 'risk aware' parents (I refuse to use the 'anti...' term) with our unjabbed kids, having to tolerate, let alone explain, this indoctrination to our young kids?! I am SO glad that we are soon to be OUT of any public school situation. I did have to have the conversation with my youngest (several yrs ago, he's 18 now) to NEVER discuss our medical status or information with ANYONE, no matter who or how innocent the context seemed. he 'gets it' now; I guess the whole covid thing proved my point to him.
16 0 Reply • Share ›

CastleConnell → Caroline Cary Davidson
19 hours ago
Did the same with my 17 year old son.
3 0 Reply • Share ›

tony
21 hours ago
Satan has a strong foothold in New Jersey. Speaking of, what about Senator Menedez who was caught with pounds of gold bars & cash for bribes? That crime was quickly swept under the rug eh? Anyone know how that turned out?
13 0 Reply • Share ›

twoforwardoneback
21 hours ago
Maybe we should offer kids monetary incentive to make posters to tell the truth about vaccines, or at least get others to ask questions. Or is that illegal now?
13 0 Reply • Share ›

CastleConnell → twoforwardoneback
19 hours ago
Why not, at least those posters would be factual! We are two steps behind the perps.
4 0 Reply • Share ›

BraveNewWhirled → CastleConnell
18 hours ago
Mainly because we just want to be left alone. So we end up just responding to the evil as it pops up like Whack-A-Mole. Being proactive with information helps a lot, I think. T-shirts with thee right message are helpful.
1 0 Reply • Share ›

notinline → twoforwardoneback
20 hours ago
That would require conservatives to actually organize and DO something other than go on "vacation" all the time.
2 0 Reply • Share ›

Christine Jahnig
21 hours ago
Get money and big pharma out of politics and out of our government.
10 0 Reply • Share ›

BarbaraCharis → Christine Jahnig
18 hours ago
Rescind The National Childhood Vaccine Injury Act of 1986...whereby vaccine makers received Zero Liabilty for injuries and deaths caused by their deadly products. We would not be in this place, if there were no lobbyists paying off crooked politians to vote the way their bosses wanted. Kick lobbyists out of this country; they are stealing the voting power of Americans....they have more power on issues than the American voter.
7 0 Reply • Share ›

Seabreezes1
a day ago
Criminal!
10 0 Reply • Share ›

CastleConnell → Seabreezes1
19 hours ago
Criminal and very sad, to exploit the innocent.
4 0 Reply • Share ›

CastleConnell
19 hours ago
How can this be legal. Why do parents allow their children to be manipulated like this?
8 0 Reply • Share ›

CastleConnell
19 hours ago
What kind of society are we living in where it is okay for the educational system to use children to spread propaganda? An educational system that we fund, yet Pharma has inveigled its way in to cash out. Parents are allowing this. The school couldn't do it if the parents kicked up murder.
7 0 Reply • Share ›

Kim from Brooklyn → CastleConnell
18 hours ago
That is exactly why parents need to get involved with their kids. Schools used to be a place where parents could feel good about for their kids, now, its a place of fear, brainwashing and abuse.

I think so many feel so helpless they don't believe they can have any impact of what is going on when in reality, they have ALL the power to make change happen They want us to feel helpless....let's show them who's boss!
3 0 Reply • Share ›

CastleConnell → Kim from Brooklyn
4 hours ago
Most parents I know are not only fine with the school vaccines, but really believe they are protecting their children. They know nothing about the ingredients in the shots, the dangers, nothing. They trust their pediatricians blindly. I have even been targeted for stating my opinions on the dark side of shooting up kids with these pharma products to the point where I only speak to the choir now, which doesn't help the ignorant. A now ex-friend after I expressed the masks were unhealthy and the C19 shots were dangerous, invited me to the beach, upon arrival I realized she also invited her pediatrician friend, her psychologist husband and a married couple who were plastic surgeons. The Ped. cleverly navigated the conversation to bait anyone who disagreed with her into a position of vulnerability, given her 'expertise.' It was so transparent, it actually quenched my reactivity rather than stoking it, and so the bait and switch did not work for them. I felt sick in my stomach at the character of these people, and soon ended all contact with these covert aggressive personalities. All this to explain that people like you and I are a sub population, and it isn't enough in this numbers game, that needs the majority to wake up and rebel.
0 0 Reply • Share ›

BraveNewWhirled
18 hours ago
Now they really push the guilt factor. We truly are dealing with heartless people who don't give a rat's fat fanny about you or your children.
5 0 Reply • Share ›

mcwinaz
18 hours ago
This is where the normal, 'smart' parents come in. You don't allow your child to participate and you explain why. End of story. You are always going to find parents who don't have a problem w/their child doing this OR are enticed by the money being dangled in front of them. You either see thru the shenanigans or you don't.
4 0 Reply • Share ›

boxerdoglover
20 hours ago
Well, they didn't kill enough adults, so they go after the kids…d e m o n i c.
4 0 Reply • Share ›

Aine Marron
20 hours ago
That's one of the sickest things I have ever heard. If there are no current laws to prevent it - there needs to be. It's akin to practicing medicine without a licence! But probably falls under advertising laws. STOP IT!
4 0 Reply • Share ›

Elizabeth
20 hours ago
Dressen suggested the NJDOH instead organize a "coloring contest with a simple sentence: 'If something goes wrong, you can't sue the drug company."

Love Brianne Dressen.
3 0 Reply • Share ›

Someone
20 hours ago
This is absolutely disgusting. Let's just incentivize pushing lies and propaganda and with money involved there's no way this won't result in bullying those kids who aren't jabbed.
4 0 Reply • Share ›

Ektor
8 hours ago edited
Big pharma drugs so dangerous that they have to pay kids to market them. This is exactly the depth these company's will stoop to...lower than the lowest gutter. It boils down to kids murdering kids, but not with guns and knives, but with big pharma poisons.
2 0 Reply • Share ›

Stephen Badhwar
20 hours ago
The Physician

The physician
Remembering his Hippocratic Oath
To do no harm
Lays down his scalpel
Puts away his needles
Sets aside his bottles of pills
Tears up the 7 pages of WHO protocols
And considers the life-giving alternatives

https://open.substack.com/p...
3 0 Reply • Share ›

Aizel Senobio
14 hours ago
The Perpetrators have, by this point in history, managed to so confuse people with respect to what is RIGHT and what is WRONG that people aren't even sure what a moral compass is anymore. Ghastly and perverse programs like this have been normalized to look like an unremarkable exercise of government authority. I once heard a friend remark that giving vaccine shots to kids as young as 12 without any parental notification or consent was being done in North Carolina under a law passed there. His reply was simply
"Well, if it's legal then it's okay." I reminded him that loading Jews and other undesirables into railcars and shipping the to death camps for extermination was perfectly legal under the laws of Third Reich Germany. What's legal has nothing to do with what's right or wrong.
1 0 Reply • Share ›

Stephen Badhwar
15 hours ago
The Science

Science-based science
Corporate-sponsored science
Government-mandated science

Follow the one which makes sense to you

The Zoo

The elephant in the living room
Has finally been acknowledged
Hallelujah!!
Now we head down the hallway
To look for the lions and gazelles in the bedrooms

The Truth

The truth eludes us
But eventually it comes out, as it always does
And we breathe a sigh of relief
For we had a hunch all along

https://open.substack.com/p...
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